

methods and machinery required. But in this discussion of methods and means and higher education, Dr. Huntington did not forget to call strongly to our attention the fact, perhaps too often forgotten, that each patient is not only a "case," but that he is a human being and to be so considered. With the introduction of higher educational work and standards we have, perhaps, come to place too high a value on the scientific consideration of the "case" and to forget, in some measure, the patient as a human entity.

The January issue of the American Medical Association Bulletin is quite a remarkable document. It is devoted to a statement of the work and the range

#### ASSOCIATION BULLETIN.

of activities of the Council on Health and Public Instruction,

and all the sub-committees that were combined with and put under the control of this Council. The Secretary of the Council, Dr. Frederick R. Green, is to be highly complimented upon the manner in which he has brought order out of all these chaotic elements and upon the large amount of most valuable educational work that is being continuously done by the Council through his office. It is utterly foolish and hopeless for us to expect any general public health legislation until the people have learned the necessity for it. It is worse than useless for us to try to secure such legislation by sending people to Washington; the demand must come from the people, and it will only come when they know what they need and why they need it. It was one of the wisest things ever done, when the news bureau of the Council was started and when news items of general interest, but of an educational public health nature, were prepared and sent to the newspapers. A lecture bureau is being organized, the idea being to have competent physicians give a number of public addresses in every state, letting the people know exactly what they can do for their own betterment and protection by securing proper public health legislation. Drop a line to the Association, 535 Dearborn avenue, Chicago, and ask for this "Public Education Number" of the Bulletin; it will surprise you to see the range of work that the Association is doing through the Council on Health and Public Instruction.

Nearly every publication in this country has commented, editorially, on the *Titanic* disaster.

In its magnitude and in the short space of time which elapsed between supposedly the best that life has in it and ob-

livion, it was so great that, naturally, but few words of all those printed are worth more than passing notice. One exceedingly good expression of opinion is to be found in *Printers' Ink*, a trade publication dealing with advertising and advertisers. The argument of the article in *Printers' Ink* is that the calamity was directly due to a senseless desire on the part of the steamship company to get a lot of free advertising for itself by making a record run for the class of ship of the

*Titanic*. Undoubtedly, had the ship come in on the time she was making, the newspapers would have printed columns and columns of articles on the ship, her record, her luxuries, etc. "The terrible tragedy of the *Titanic* was due primarily to a false conception of advertising." "This is not the first time that human life has been the price of this wickedly wrong idea of advertising. How many lives have been lost in automobile races? How long would such races exist if the newspapers refused to donate space to them and referred the manufacturers to the regular, paid-for advertising columns?"

Why should you skip this editorial even if it does concern the subject of fee-splitting? If you

are a "splitter," read it just to see what we have to say; if you are a worthy member of the profession in spite of the handicap of refusing to resort to

the practice, you surely will be interested. Ever so often there creeps into our literature a word here or there decrying the medical commission habit, but who has seemed to care? The few kind words here and now indited are an effort to bring home to the consciousness, not the conscience, of some of us that it is high time to care, nay, it is imperative to care, lest smugness be our undoing. Listen! A certain person named Dosch, who rakes muck for a living, has written some most engaging stuff in *Pearson's Magazine* concerning the habit, or let us call it the addiction, of a large number of the medical profession to fee-splitting. One likes to approach these sorts of diatribes with nares plugged. With that precaution taken, the thing is well worth reading, for while it reeks necessarily of muck, it reeks as strongly of truth, and we believe that when we say truth is not always pleasant, the remark is not original. Hearken! To be discovered is nothing new with us, but to be given effective publicity along these distasteful lines will be a rather novel experience. Now that the subjects of political graft, the eternal foulness of ill-gotten wealth, the disgrace of the sweatshops, etc., are well nigh exhausted, what more natural than that the self-constituted literary reformers should turn to us and our weaknesses? Where can field be found more fruitful? The thing can be averted and should be averted before we are held up as the pretty specimens we should appear. Let us clean house while there is yet time. Let our leading men, some of whom have erred habitually in the matter of fee-splitting, cease their malevolent nefariousness and stand up in attitude militant for the right. Let their militancy be as energetic in this regard as it is in some matters of our printed "ethics." We recall at least one locally eminent member of our profession, who in the old days of the graft prosecution was loud in raising his voice for civic virtue, but who probably that day or a few days before, and certainly afterward, split fees. There are others of us who shout loudly for Roosevelt under the idea that he may be pre-eminently the apostle for all kinds of honesty and decency, but pretty clowns we should appear if our account